

REMARKS

The present Amendment amends claims 1 and 4-8, and leaves claims 2 and 3 unchanged. Therefore, the present application has pending claims 1-8.

Specification

The specification was amended to correct a minor informality. This amendment is fully supported by the disclosure and does not introduce new matter.

35 U.S.C. §102 Rejections

Claims 1-8 stand rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,282,713 to Kitsukawa et al. ("Kitsukawa"). This rejection is traversed for the following reasons. Applicants submit that the features of the present invention as now more clearly recited in claims 1-8 are not taught or suggested by Kitsukawa, whether taken individually or in combination any of the other references of record. Therefore, Applicants respectfully request the Examiner to reconsider and withdraw this rejection.

Amendments were made to the claims to more clearly describe features of the present invention. Specifically, amendments were made to the claims to more clearly recite that the present invention is directed to an information linking method, a terminal device and server equipment as recited, for example, in independent claims 1, 4 and 5.

The present invention, as recited in claim 1, and as similarly recited in claims 4 and 5, provides an information linking method including receiving, by a first terminal device, first content of interest including a video image. The method also includes sending, by the first terminal device, first information to identify the first content, first target area selected to define a part or all of an object from the first

content, and messages to server equipment across a computer network. According to the present invention, the first target area is selected and messages are input by a user of the first terminal with a manipulator of the first terminal. The method also includes receiving, by the server equipment, the first information to identify the first content, the first target area selected, and the messages. Furthermore, the method includes generating, by the server equipment, information related to the object from the content from a part or all of the messages received. The method also includes interlinking and registering, by the server equipment, the first information to identify the first content, the first target area selected, and the information related to the object from the first content into a database. According to the present invention, a path across which the first terminal receives the information related to the object from the content is different from a path across which the first terminal receives the first content. The prior art does not disclose all of these features.

The above described features of the present invention, as now more clearly recited in the claims, are not taught or suggested by any of the references of record, particularly Kitsukawa, whether taken individually or in combination with any of the other references of record.

Kitsukawa teaches a method and apparatus for providing on-demand electronic advertising. However, there is no teaching or suggestion in Kitsukawa of the information linking method, terminal device or the server equipment as recited in claims 1, 4 and 5 of the present invention.

Kitsukawa discloses where on-demand electronic advertising information is provided for items used in scenes of television programs. The advertising information is received along with broadcasts of associated television programs.

Selected advertisement modes alert a viewer when advertising information is available for an item displayed in a scene of the television program broadcast. The viewer alert includes displayed marks superimposed over the broadcast of the television program. The displayed marks include indicators for each item for which advertising data is available, and the indicators may be representative of the items to which the indicators correspond. The advertising information for a particular item is selected when the viewer selects the indicator corresponding to the item in which the viewer is interested. Upon selection, the advertising information is displayed along with the broadcast of the currently selected television program. The advertising information may be used to electronically order the associated item.

Features of the present invention, as recited in claim 1, and as similarly recited in claims 4 and 5 include a step of interlinking and registering, by the server equipment, the first information to identify the first content, the first target area selected, and the information related to the object from the first content into a database, where the first target area is selected and messages are input by a user of the first terminal with a manipulator of the first terminal. (Support for these features may be found, for example, at page 22, lines 10-18). Kitsukawa does not disclose this feature.

For example, Kitsukawa fails to teach or suggest where the server equipment registers a target area selected by a user of the terminal with a manipulator of the terminal and messages input by the user with the manipulator of the terminal. As described in column 6, lines 19-23, Kitsukawa teaches where a broadcasting system provides the viewer with programming information for a number of broadcasting stations, and provides the viewer with many options regarding functions of the

broadcasting system and the programs that are available for broadcast. As further described in column 7, lines 27-33, advertising information is received along with broadcasts of associated television programs. If the advertising information is selected for display by the viewer, the advertising information is displayed along with the broadcast of the currently selected television program and the advertising information may be displayed by superimposing the information over the broadcast of the television program on the screen. This is not the same as the present invention, where the server equipment registers a target area selected by a user of the terminal with a manipulator of the terminal and messages input by the user with the manipulator of the terminal.

Another feature of the present invention, as recited in claim 1, and as similarly recited in claims 4 and 5 includes where a path across which the first terminal receives the information related to the object from the content is different from a path across which the first terminal receives the first content. (Support for this feature may be found, for example, in Fig. 1, items 101, 102 and 177, and the paths to/from items 101, 102 and 177; and page 9, line 24 to page 10, line 11). Kitsukawa does not disclose this feature. More specifically, there is no teaching or suggestion in Kitsukawa of where a path across which the first terminal receives the information related to the object from the content is different from a path across which the first terminal receives the first content, as in the present invention.

Therefore, Kitsukawa fails to teach or suggest “wherein said first target area is selected and messages are input by a user of said first terminal with a manipulator of said first terminal” and “interlinking and registering, by the server equipment, said first information to identify said first content, said first target area selected, and the

information related to the object from the first content into a database” as recited in claim 1, and as similarly recited in claims 4 and 5.

Furthermore, Kitsukawa fails to teach or suggest “wherein a path across which said first terminal receives said information related to said object from the content is different from a path across which said first terminal receives said first content” as recited in claim 1, and as similarly recited in claims 4 and 5.

Therefore, Kitsukawa does not teach or suggest the features of the present invention, as recited in claims 1-8. Accordingly, reconsideration and withdrawal of the 35 U.S.C. §102(e) rejection of claims 1-8 as being anticipated by Kitsukawa are respectfully requested.

The remaining references of record have been studied. Applicants submit that they do not supply any of the deficiencies noted above with respect to the references used in the rejection of claims 1-8.

In view of the foregoing amendments and remarks, the Applicants request reconsideration of the rejection and allowance of the claims.

To the extent necessary, the Applicants petition for an extension of time under 37 CFR 1.136. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, or credit any overpayment of fees, to the deposit account of Mattingly, Stanger, Malur & Brundidge, P.C., Deposit Account No. 50-1417 (referencing Attorney Docket No. H-1038).

Respectfully submitted,

MATTINGLY, STANGER, MALUR & BRUNDIDGE, P.C.

A handwritten signature in cursive script, appearing to read "Donna K. Mason", is written over a horizontal line.

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